

CLAIMS

We claim:

1. A computer-implemented method of conducting promotions for an enterprise having multiple locations, the method comprising:
 - establishing a plurality of promotions, each promotion applying to one or more locations, at least one location having a plurality of applicable promotions;
 - responsive to qualifying patron activity associated with a location, generating entries for the patrons in each promotion that applies to the location;
 - and
 - drawing one or more winning entries from the patrons' entries associated with each promotion.
2. The method of claim 1, wherein a first promotion applies to a different set of locations than a second promotion.
3. The method of claim 1, wherein the drawing comprises selecting one or more winning entries for a promotion on multiple occasions.
4. The method of claim 1, wherein generating entries comprises applying a set of rules to the qualifying patron activity for each promotion.

1 5. The method of claim 4, wherein each promotion's set of rules includes
2 patron targeting rules, the patron targeting rules defining which patrons may earn entries
3 in that promotion.

1 6. The method of claim 1, further comprising:
2 providing patrons with patron-specific information regarding their activity
3 and general information regarding the promotions.

1 7. The method of claim 1, further comprising:
2 responsive to a request from a patron, activating entries associated with the
3 patron,
4 wherein the drawing comprises selecting a winning entry only from activated
5 entries.

1 8. The method of claim 7, wherein the request from a patron is received at a
2 customer service interface located at one of the multiple locations.

1 9. A method for conducting multiple promotions for an enterprise having
2 multiple locations, each promotion applying to a set of locations, the method
3 comprising:
4 monitoring patron activity at each location;

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5 for each promotion, generating qualifying entries based on the patron activity
6 at only those locations to which the promotion applies;
7 activating at least some of the qualifying entries in a promotion; and
8 for each promotion, drawing a winning entry from the activated entries in the
9 promotion.

1 10. The system of claim 9, wherein the activating is, at least in part,
2 responsive to requests from patrons.

1 11. The system of claim 9, wherein the drawing comprises selecting on
2 multiple occasions one or more winning entries for a promotion.

1 12. A computer-implemented method of conducting one or more promotions
2 for an enterprise having a plurality of locations, each promotion applying to a set of
3 locations, the method comprising:

4 monitoring patron activity at the plurality of locations;

5 generating entries in one or more promotions, the entries in each promotion

6 based on the patron activity at the locations to which the promotion

7 applies; and

8 for each promotion, conducting a drawing at a location to which the

9 promotion applies, wherein one or more winning entries are selected

10 from the entries in the promotion earned at any of the locations to

11 which the promotion applies.

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1 13. The method of claim 12, further comprising:
2 for at least one promotion, conducting multiple drawings; and
3 in a promotion having multiple drawings, activating entries for each drawing,
4 wherein only entries activated for a particular drawing can be selected
5 in the drawing.

1 14. The method of claim 13, wherein the activating entries is, at least in part,
2 responsive to requests from patrons.

1 15. An enterprise promotion system for simultaneously conducting multiple
2 promotions for an enterprise at multiple locations, the system comprising:
3 a promotion database for storing rules associated with each of a plurality of
4 promotions;
5 a patron database for storing information regarding multiple patrons;
6 a maintenance module coupled to the promotion database and to the patron
7 database, the maintenance module adapted to receive data regarding
8 patron activity and, for any promotion that applies to the location
9 where the patron activity occurred, to create entries for the promotion
10 according to the rules therefor using the patron activity data; and
11 a drawing module coupled to the maintenance module for selecting for each
12 promotion one or more winning entries from the entries associated
13 with the promotion.

1 16. The system of claim 15, further comprising:

2 an activation module adapted to activate entries for each promotion, wherein
3 the drawing module selects winning entries for each promotion only
4 from the promotion's activated entries.

1 17. The system of claim 16, wherein the activation module is adapted to

2 activate entries, at least in part, responsive to requests from patrons.

1 18. The system of claim 15, further comprising:

2 a customer service interface adapted to display patron-specific information
3 regarding a patron's activity and general information regarding the
4 promotions.

1 19. The system of claim 15, further comprising:

2 a server adapted to transmit over a computer network patron-specific
3 information regarding a patron's activity and general information
4 regarding the promotions.

1 20. The system of claim 15, wherein the drawing module is adapted to select

2 one or more winning entries from the entries for a promotion on multiple occasions.

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1 21. An enterprise promotions system for conducting multiple, simultaneous
2 promotions for an enterprise having multiple locations, the system comprising:
3 a patron activity interface adapted to monitor patron activity at a number of
4 the locations and generate patron activity data based thereon;
5 a management module adapted to generate qualifying entries based on the
6 patron activity data, each qualifying entry associated with a patron
7 and a promotion;
8 an entry activation module adapted to activate at least some of the qualifying
9 entries for each promotion; and
10 a drawing module adapted to select a predetermined number of winning
11 entries from the set of activated entries in each promotion.

1 22. The system of claim 21, wherein a promotion has multiple drawings, the
2 entry activation module is adapted to activate qualifying entries for each drawing, and
3 the drawing module is adapted to select for each drawing a predetermined number of
4 winning entries from the set of entries that have been activated for that drawing.

1 23. The system of claim 21, further comprising:
2 an entry activation interface adapted to receive requests to activate a patron's
3 qualifying entries in a promotion, wherein the entry activation module
4 is adapted to activate qualifying entries in response to the requests.